

WHAT IS CLAIMED IS:

1. A display apparatus comprising:

means for displaying an image of a Web page; and  
a script which performs processing of changing the  
5 displayed image to a link destination.

2. The display apparatus according to claim 1,  
further comprising means for designating an arbitrary  
link destination from a plurality of link destinations,  
wherein processing of changing an image to the link  
10 destination designated by the means for designating the  
arbitrary link destination is performed by the script  
when the means for designating the arbitrary link  
destination is operated.

3. The display apparatus according to claim 1,  
15 further comprising mean for acquiring image data of an  
initial screen and display data of a change button  
which designates a link destination of a displayed  
image as initial screen data of the Web page and  
displaying an initial screen and a change button of the  
20 Web page on the basis of the acquired image data and  
the display data of the change button,

wherein the script processing is performed when  
the change button is operated so that the image display  
change to a link destination is performed.

25 4. The display apparatus according to claim 3,  
wherein the change button has one or a plurality of  
buttons which designates a link destination of at least

any one of forward, backward, left, and right.

5. The display apparatus according to claim 3, wherein the change button is provided around a display area of the initial and link destination images.

5           6. The display apparatus according to claim 3, further comprising means for acquiring the image data of the Web page by several linked images, wherein an image display change to a link destination is performed by including the plurality of items of acquired image data in the link destinations to be changed through the script processing when the change button is operated.

10           7. A display method comprising:  
            preparing a script which performs processing of changing a displayed Web page image to a link destination; and  
15           performing image change to a link destination page by script processing.

            8. The display method according to claim 7, further comprising:  
20           acquiring image data of an initial screen and display data of a change button which designates a link destination of the displayed image as initial screen data of the Web page; and  
            displaying the initial image and the change button  
25           of the Web page on the basis of the acquired image data and the display data of the change button,  
            wherein the script processing is performed when

the change button is operated, so that the display change of only the image of the link destination is performed.

5           9. A network system in which a client side device acquires data of a Web page from a server side device to display an image of the Web page, comprising a script which performs image display change to a link destination of a displayed Web page in the client side device,

10           wherein the client side device acquires and displays image data of a link destination from the server side device through processing of the script.

15           10. The network system according to claim 9, wherein the server side device further comprises means for managing, as data of the Web page, only image data of the Web page and sending image data according to a page designation request of a link destination to the client side device.

20           11. The network system according to claim 9, the server side device further comprises means for individually managing image data of the Web page and data of an operation screen which designates a link destination of the image data, sending the image data in the initial screen and the data in the operation  
25           screen to the client side device of the Web page request source at the time of transferring the data in the initial screen of the Web page, and sending only

image data of the link destination to the client side device of the Web page request source at the time of transferring the data of the Web page other than the initial screen.

5           12. The network system according to claim 11, wherein the client side device displays an initial image and a link destination designating button as an initial screen on the basis of the image data and the operation screen data acquired from the server side  
10 device, and acquires image data of a link destination according to the operation of the link destination designating button from the server through processing of the script when the link destination designating button is operated to perform image display change to  
15 the link destination.

13. A terminal device for acquiring data of a Web page via a network and displaying an image of the Web page, comprising:

means for acquiring data of an operation screen  
20 which designates a link destination of the displayed image;

means for displaying an operation screen on the basis of the data of the operation screen acquired by the first means; and

25 a script which, when the operation screen displayed in the means for displaying an operation screen is operated, acquires image data of a link

destination according to the operation and performs processing of changing the displayed image to the link destination.

14. A terminal device comprising:

5           means for acquiring data of a linked image in units of one image via a network;

          means for displaying an image on the basis of the data acquired by the means for acquiring data of the linked image;

10           means for acquiring data of an operation screen which designates a link destination of the image displayed by the means for displaying the image;

          means for displaying an operation screen on the basis of the data of the operation screen acquired by  
15           the means for acquiring data of the operation screen;

          means for determining a link destination of the image according to the operation of the operation screen displayed by the means for displaying the operation screen; and

20           means for changing the image displayed by the means by reflecting a determination result of the means for determining the link destination of the image on the means for acquiring data of the linked image.

15. A terminal device comprising:

25           means for acquiring data of a linked image in units of several images via a network;

          means for displaying the image in units of one

image on the basis of the data acquired by the means  
for acquiring data of the linked image;

means for acquiring data of an operation screen  
which designates a link destination of the image  
5 displayed by the means for displaying the image;

means for displaying an operation screen on the  
basis of the data of the operation screen acquired by  
the means for acquiring data of the operation screen;

means for determining a link destination of the  
10 image according to the operation of the operation  
screen displayed by the means for displaying the  
operation screen;

means for determining whether or not the link  
destination determined by the means for determining the  
15 link destination of the image is data of the image  
already acquired by the means for acquiring data of the  
linked image; and

means for, when it is determined that the link  
destination is data of the image already acquired by  
20 the means for determining, reflecting the determination  
result on the means for displaying the image and when  
it is determined that the link destination is not data  
of the image already acquired by the means for  
determining, reflecting the determination result on the  
25 means for acquiring data of the linked image so as to  
change the image displayed by the means for displaying  
the image.

16. The terminal device according to claim 13,  
wherein the operation screen is configured of one or a  
plurality of buttons which designates a link  
destination of at least any one of forward, backward,  
5 left, and right.

17. The terminal device according to claim 13,  
wherein the operation screen is displayed around a  
display area where the initial and link destination  
images are displayed.